Muhammad Saad

Senior UX/UI Designer

linkedin.com/in/mhsaad

saad.tariq88@gmail.com

+92-333-5249995

View My Portfolio ➔

SUMMARY

I'm a UX-focused product designer with end-to-end experience crafting user journeys across web, mobile, and desktop platforms. I specialize in simplifying complex workflows, improving usability, and designing intuitive experiences that solve real user problems. By applying UX principles, research, and design systems, I help build products that are both easy to use and aligned with business goals.

EXPERIENCE

Rapidev Pvt. Ltd. | Senior UX/UI Designer   2025 - PRESENT

✦ Designed the full UX/UI for **OSINT** (Open-Source Intelligence) platforms with a clear flow to help users analyze real-time intelligence data.

✦ Created a tablet-based UX/UI for **IBMS**, a system used in military tanks for live battle strategy, surveillance, and situational awareness.

✦ Built and maintained a custom **design system** for the team to ensure consistency, reusability, and faster design delivery.

✦ Worked closely with **developers** to make sure designs were implemented correctly and worked smoothly on defense-grade devices.

APIMatic.io | Senior Product Designer   2020 - 2025

✦ Led UX/UI design as a DX Designer for the Developer Experience Portal in the Fintech domain, increasing user retention by **73.33%** and improving onboarding completion rates by **30.38%**. Leveraged data-driven insights from Mixpanel and Microsoft Clarity to enhance user engagement, serving global developers and enterprise clients like **PayPal**, **Worldpay**, **Verizon**, **Foxit**, **Maxio**, **FortisPay**, **Boku**, **ThoughtSpot**, **GreenByte**, **PostNL**, and **PayQuicker** across 178+ countries.

✦ Collaborated with the product team to enhance user experiences through **data-informed** wireframes, high-fidelity mockups, and a comprehensive **Atomic Design System**. The system included design tokens, components, theming, behaviors, accessibility criteria, and use case guidelines, applied across the **API Copilot(AI)**, **Analytics Dashboard, API Editor, Developer Experience Portal, SDK Widget, Code Validator, and Guided Walkthroughs.**

Synergy-IT | Senior UX Designer   2018 - 2020

✦ Improved the onboarding experience and user interface for SpeekIO, increasing user activation rates by **25%** and reducing onboarding time by **15%** through streamlined UX/UI design.

✦ Created a scalable design system for the CubiVue mobile app product, resulting in **30%** faster design-to-development handoffs and enhanced visual consistency across the app.

✦ Delivered high-quality HTML+CSS for enterprise web portals, boosting cross-browser compatibility and reducing QA issues by **20%** in an agile environment.

✦ Collaborated with developers to implement SaaS web apps, achieving a **25%** improvement in design accuracy and a **10%** reduction in development time.

Ibex Group of Companies | **Apps Design Specialist**   2017 - 2018

✦ Designed and delivered user interfaces for mobile apps (Android, iOS) and web platforms, resulting in a **20%** increase in user satisfaction scores and improved cross-platform consistency.

✦ Developed concept design documents, wireframes, and mockups for multiple app products, accelerating the design approval process by **30%** and ensuring seamless collaboration in an agile environment.

SKILLS

Design Strategy | Design Thinking | Design Systems | Interaction Design (IxD) | User-Centered Design (UCD)
Prototyping | Usability Testing | Responsive Design | Figma | Adobe XD | HTML/CSS | Bootstrap | WordPress
Microsoft Clarity | Mixpanel | Autopilot | HubSpot | Research | API Documentation Design | Agile/Scrum | GitHub
| OSINT

CERTIFICATIONS   The Interaction Design Foundation

Design Thinking: The Beginner's Guide | Human-Computer Interaction HCI | UI Design Patterns for Successful
Software | Mobile UX Design | Information Visualization: Getting Dashboards Right | Dynamic User Experience:
Design and Usability | The Ultimate Guide to Visual Perception and Design

EDUCATION

✦ **MSc. Project Management** | **UET Taxila**   2016
✦ **BS Computer Science** | **Iqra University ISB**   2011